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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE THE APPLICATION OF: Lynette A. Zaidel et al

SERIAL NO: USSN 10/065,244

ART UNIT: 1614

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FILED: 9/27/02

EXAMINER: S.K. Rose

JAN 30 2004

OFFICE OF PETITIONS

FOR: Dual Component Tooth Whitening Dentifrice

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

ASSOCIATE POWER OF ATTORNEY

In the matter of the above-identified application, please recognize: Ellen K. Park, Reg. No. 34,055; Clifford E. Wilkins, Jr., Reg. No. 39,425 of Colgate-Palmolive Company (909 River Rd., Piscataway, NJ 08855-1343) and Bryan K. Wheelock, Reg. No. 31,441, Joseph E. Walsh, Jr., Reg. No. 36,959, Rudolph A. Telscher, Jr., Reg. No. 36,032, Donald R. Holland, Reg. No. 35,197, Michael J. Thomas, Reg. No. 39,857, David M. Gryte, Reg. No. 41,809, Elizabeth D. Odell, Reg. No. 39,532, Kelly K. Burris, Reg. No. 46,361, Matthew L. Cutler, Reg. No. 43,574, Scott Gray, Reg. No. 48,891, Anthony G. Fussner, Reg. No. 47,582, Saul Zackson, Reg. No. 52,391, Lydia N. Nenow, Reg. No. 52,530 David L. Howard, Reg. No. 41,502 and James C. Forbes, Reg. No. 39,457 of Harness, Dickey & Pierce, P.L.C. (7700 Bonhomme Avenue, Suite 400, St. Louis, Missouri 63105) as associate attorneys, all with full power to prosecute this application, including any continuation, divisional, continuation-in-part and reissue applications, and to transact all business in the Patent and Trademark Office connected therewith.

Signed this 29th day of January, 2004

By:

Michael J. McGreal

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Inventor(s)

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Attorney of Record (Reg. No. 25,356)

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Assignee